NETSCOUT

Financial Service Company Makes On-Line Customer Experience a Priority

nGeniusONE and nGeniusPULSE Empowered IT Teams to Proactively Troubleshoot Service Problems

HIGHLIGHTS

The Challenge

- Lacked visibility into network and application performance from the data center to the branch offices and third-party affiliates
- IT unable to proactively identify degradations before they became user impacting
- IT lacked visibility into voice, and application performance

The Solution

- nGeniusONE® Service Assurance platform
- InfiniStreamNG™ appliances
- nGenius®PULSE server with hardware and virtual nPoints

The Results

- Improved visibility into network, voice and application performance with powerful Smart Data and synthetic transaction test results
- More effective collaboration empowered IT teams to effectively troubleshoot application and database outages
- Reduced mean time to resolution by automating analysis of network and application issues, and presentation of the issues in a simple GUI
- Proactive, evidence-based capacity planning and forecasting by based on historical trending and baselining data

Customer Profile

This U.S. based, Financial Service Company focuses on offering a broad set of leasing and financing options for vehicles and home loans, as well as a variety of savings and CD accounts, wealth management and brokerage services among its many banking services. With thousands of employees and several million customers served either directly or via third party affiliates, this business never sleeps. The very definition of digital transformation, this company is 'banking' on technology innovations to offer unique, customer-driven internet banking, 365 days a year, that reward customers with top-notch user-experience. As IT underwent a significant expansion to keep up with growth, they found themselves in need of expanded visibility into their network, voice, and application environments, beyond what their current tools could provide.

The Challenge

The savvy network architecture team at this on-line financial services company was quick to recognize the importance of meeting, and exceeding, customer experience throughout the sales and support activities. And they anticipated that other staff in IT and members of different lines of business would also benefit from having visibility into the performance of the infrastructure and services they were delivering to customers.

In fact, there had already been cases where they were recruited to assist other groups in resolving application performance issues. However, IT lacked comprehensive visibility into network and application performance in the data center, at their multiple branch offices and third-party affiliate locations, as well as to their cloud-based services. This limited their ability to investigate complex, ongoing problems.

It wasn't just reactive problem solving that was important to this group, they also wanted to get ahead of issues to avoid customer impact. The IT team wanted end-to-end visibility into their wire data so that they could baseline and historically trend data to understand normal application performance, as well as proactively detect degradations in network, voice, and application performance.

Specific areas of concern were external SaaS tools for Customer Resource Management, such as Salesforce, which they rely on for critical business operations, and VoIP services that are used for internal and external communication. Additionally, they had a custom application that was critical to the business, which ran in a Citrix environment. It was of great importance to be able to understand the performance and availability of the custom application, the Citrix service, and their underlying dependencies at all times.

Solution in Action

The financial services IT team turned to NETSCOUT® to solve its network and application visibility challenges. The nGeniusONE Service Assurance platform and InfiniStreamNG appliances, which transforms wire data into Smart Data for proactive detection and troubleshooting, were deployed to provide end-to-end visibility into the bank's critical applications and services.

The nGeniusONE server with customized dashboards and reports provides quick visibility and contextual drilldown into the bank's important applications and services such as Voice, Web Services, Citrix services, custom applications, and even critical service enablers such as DNS and DHCP. Access to the system was granted to multiple groups within IT such as the applications and database teams, empowering them to troubleshoot issues directly. The ability to use unique Media Monitor and SIP Monitors in nGeniusONE by the unified communications (UC) team is part of their strategy to ensure high quality communications with their customers and sales agents.

nGeniusPULSE synthetic tests monitor application availability and performance of SaaS and custom applications at branch offices and with third party affiliates. The tests automatically and routinely simulate real user actions accessing the apps – proactively giving status updates, even if no active users are on the system.

They also use nGeniusPULSE to make VoIP calls between two nPoints, and from an nPoint to a real phone number, to gather metrics to pro-actively understand call quality and availability.

The Results

IT can now quickly identify potential issues and collaborate with the correct teams to troubleshoot and resolve issues before users are impacted. They have visibility into application availability and performance for their critical in-house, SaaS, and VoIP apps and services and a consistent view from the data center, branch offices and third-party affiliates.

They have Improved troubleshooting efficiency and reduced overall downtime by having multiple teams within IT empowered to monitor their own application or database performance and to proactively resolve issues without needing to escalate to the network team for troubleshooting assistance. This collaborative approach is saving time for the network team as well as the UC and dev-ops teams.

IT teams can now accurately forecast capacity needs for the network and server infrastructure, improving capacity planning for the business. Having access to the historical trend data they need enables the improved planning.

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